



acmonsters

2019

PARTNERSHIPS ARE BORN HERE.

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2019 EVENTS

Q1

March 10-13, 2019 | Publisher Forum

Eden Roc Miami Beach | Miami Beach, FL

Q2

June 3-4, 2019 | Ops

Metropolitan Pavilion | New York, NY

Q3

August 18-21, 2019 | Publisher Forum

JW Marriott Parq Vancouver | Vancouver, BC

Q4

November 3-6, 2019 | Publisher Forum

Hyatt Regency Resort & Spa at Gainey Ranch | Scottsdale, AZ

INTRODUCTION

ADMONSTERS IS A COMMUNITY.

We bring the ad operations and digital media community together in two ways:

1. IRL

Through events and conferences, we bring people together, face to face.

2. ONLINE

Through cutting-edge custom content, AdMonsters gets people reading, clicking, and thinking. We keep it real, keep it fresh, and make great content king.

ADMONSTERS IS TRUSTED.

Where were you in 1999? Don't look at our driver's license, but AdMonsters stood at the forefront of what is now known as a critical business function—digital media operations. We're proud to be a known, trusted resource.

TL;DR

AdMonsters boasts the most robust community of digital operations professionals from global publishers and advertising technology providers.

THIS IS WHO WE ARE.

These are the real-life titles of the people reading AdMonsters content, attending our events, and interacting with our sponsors.

- Ad Ops Specialist
- Ad Operations Manager
- Ad Technology Project Manager
- Ad Solutions Director
- Campaign Performance Manager
- CEO
- Director, Campaign Management
- Director of Digital Ad Operations
- Director, Media Operations
- Director, Programmatic & Ad Operations
- Digital Campaign Coordinator

- Digital Commerce Team Lead
- Digital Operations Manager
- Digital Strategic Revenue Planning
- Director, Programmatic & Ad Operations
- Exec. Director, Yield & Private Marketplace
- Global Head of Advertising Operations
- Global Head, Digital Media & Operations
- Manager, Digital Revenue Operations
- Manager, Inventory & Yield
- Manager, Revenue & Client Services
- Product Manager, Product Innovation

- Programmatic Operations Manager
- Programmatic Yield Lead
- Revenue Operations Specialist
- Senior Director, Ad Operations
- Senior Director, Finance & Business Operations
- Senior Director, Revenue Analytics
- Senior Director, Yield Optimization
- Senior Manager, Ad Ops Strategy
- Senior Manager, Ad Systems
- Senior Manager, Client Services
- Senior Manager, Yield

- Senior Product Manager
- Senior Programmatic Account Manager
- Senior Revenue Manager
- Senior Yield Management Operations
- SVP, Technology
- Supervisor, Inventory & Yield Management
- VP, Ad Operations & Monetization
- VP, Production, Digital Media & Design
- VP, Revenue Operations
- VP, Sales Operations
- Yield Operations Specialist

TL;DR

The AdMonsters audience is a totally unique segment of media technology buyers focused on ad tech, operations, programmatic, yield, and revenue optimization.

WHO ARE OUR SPONSORS?
















AdMonsters makes prospecting easy and brings growth opportunities to you. By bringing solutions-providers and buyers together through the magic of content and community, relationships are formed. Deals are made.













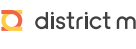




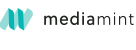





AdMonsters events are an effective path for us to get in front of our target audience and clients. They provide unique opportunities for networking and discussing industry trends.

ANGELA TANAMACHI, OPENX













































YOUR COMPANY LOGO







TL;DR

A wide variety of technology companies choose AdMonsters events to reach prospects.

admonsters
publisherforum



MARCH 10-13
Miami Beach, FL
| Eden Roc Miami Beach



AUGUST 18-21
Vancouver, BC
| JW Marriott Parq Vancouver



NOVEMBER 3-6
Scottsdale, AZ
| Hyatt Regency Resort & Spa at Gainey Ranch



admonsters
publisherforum

WHY PUBLISHER FORUM?

Publisher Forums are limited to 140 of the most senior leaders in digital publishing and focus on revenue and monetization strategies, operations and ad technology decisioning.

These purposefully intimate events allow for meaningful connections. Sponsors have the opportunity to engage in substantive conversations across several days and in a variety of settings, such as dinners, sessions, parties and our signature Pub Forum activities.

FOCUSED CONTENT

Publisher participants gather at an attractive destination venue for three days of authoritative keynotes, peer-to-peer discussions, closed-door sessions and networking.

Sample Conference Topics:

- The strategic role of ad operations
- Technology selection, implementation, integration
- Reporting data integration and reconciliation
- Audience targeting, tag, and pixel management
- Yield, revenue and inventory management
- Mobile & video ad models and technology

QUALITY AUDIENCE

AdMonsters screens and approves every single attendee who signs up. Attendance is limited to people at digital publishing/media companies whose roles are focused on monetization strategies, advertising operations or advertising technology.

facebook

ESPN

COX
Media

Expedia®

The New York Times

Disney

CONDÉ NAST

CBS Interactive

GANNETT

NBC UNIVERSAL

...AND MANY MORE

TL;DR

Publisher Forum is a unique opportunity to form deep relationships with high-level attendees from big companies.

MAINSTAGE SPONSORSHIPS

Your Company's Speaking Opportunity

PREMIER

FIRESIDE CHAT WITH ADMONSTERS

Exclusive Opportunity

Exclusive 20-minute full-group interview on the main stage with Chairman, Rob Beeler

INDUSTRY BUZZ WITH ADMONSTERS

Exclusive Opportunity

Exclusive 20-minute full-group presentation on the main stage with Editorial Director, Gavin Dunaway

PUBLISHER PANEL

Exclusive Opportunity

Exclusive 30-minute full-group presentation on the main stage with a Publisher Panel

PRESENTING PARTNER

Only 5 Available!

Exclusive 20-minute full-group presentation on the main stage

EXPERIENTIAL SPONSORSHIPS

Your Company's Key to Publisher Engagement

PLATINUM

OPENING RECEPTION SPONSOR

Exclusive Opportunity

Exclusive branding and host of Sunday night opening reception, including welcome remarks

OFF-SITE ACTIVITY SPONSOR

Exclusive Opportunity

Exclusive branding and host for all Tuesday off-site activities

THINK TANK SPONSOR

Exclusive Opportunity

Branding & ownership (conference plus post-event content) of Monday session with 10 pre-selected publisher attendees

NETWORKING BREAK SPONSOR

Exclusive Opportunity

Exclusive branding of all conference breaks (inclusive of food & beverage)

GOLD

WIFI SPONSOR

Exclusive Opportunity

Exclusive sponsor of event WiFi, incl. customized login, WiFi branding slides in all session rooms, and custom redirect on login

MOBILE APP SPONSOR

Exclusive Opportunity

Exclusive sponsor of event mobile app, incl. Splash page, custom ads, and sponsor push notifications + participation in Question The Tech session

KEYCARD & ROOM DROP SPONSOR

Exclusive Opportunity

Exclusive branding of attendee hotel key cards and one hotel room drop to all publisher attendees + recognition and hype from main stage + participation in Question The Tech session

LANYARD SPONSOR

Exclusive Opportunity

Exclusive branding of all conference lanyards + participation in Question the Tech session

EXPOSURE SPONSORSHIPS

Your Company's Ticket to See and Be Seen

SILVER

PREMIUM SPONSOR

Limited Opportunities Available

Participation in Question The Tech session panel on Tuesday (topic to be selected in conjunction with AdMonsters)

SUPPORTING SPONSOR

Limited Opportunities Available

Our base-level sponsorship package. Includes presence, participation, and branding at conference

admonsters publisherforum
2019

ops

JUNE 3-4, 2019

Metropolitan Pavilion | New York City

CONNECTING DIGITAL MEDIA TO YOUR REVENUE GROWTH

WHY OPS?

Ops is the large-and-in-charge annual conference with over 700 digital strategists and media leaders coming together. It's a valuable event for visibility and networking at scale.

CONTENT VARIETY

Sample Conference Topics:

- Evolution of agency trading desks
- Programmatic premium
- Data as currency
- Multi-platform digital video strategy
- Viewability
- Mobile privacy
- Buying TV in a digital world
- Monetizing the stream
- Video discovery & distribution

A LARGE, VETTED AUDIENCE

AdMonsters screens and approves every single attendee who signs up. Ops attracts a wide range of digital media leaders from across the ecosystem, including digital publishers and agencies, brands, investors and ad networks.

IPG **MEDIA BRANDS**

pandora®

ESPN

UM

VIACOM

McCANN

neu

The New York Times

Slate

hulu

OgilvyOne

...AND MANY MORE

TL;DR

Ops is the place your company can gain the most visibility and reach the largest cross-section of digital media buyers and influencers.

MAINSTAGE SPONSORSHIPS

Your Company's Speaking Opportunity

PREMIER

TITLE SPONSOR

Exclusive Opportunity

Exclusive 10-minute full-group presentation on the main stage prior to Ops 2019 morning keynote and custom gobo

WRAP PARTY + AWARDS SPONSOR

Exclusive Opportunity

Exclusive 10-minute full-group presentation on the main stage prior to Ops 2019 afternoon keynote

Exclusive wrap party sponsor branding with 1.5-hour open bar

NEW! LUNCH SPONSOR

Exclusive Opportunity

Exclusive 10-minute full-group presentation on the main stage prior to Ops 2019 lunch keynote and includes custom gobo

KICKOFF SPONSOR

Only 3 Available!

40-minute morning kickoff discussion with emcee from AdMonsters

Opportunity to select topic in conjunction with AdMonsters editorial

PLATINUM

LEADERSHIP FORUM

Exclusive Opportunity

Exclusive 20-minute full-group presentation to Leadership Forum audience (*pre-qualified director level and above only*)

PROGRAMMANIA! PRESENTING SPONSOR

Exclusive Opportunity

Exclusive 20-minute full-group presentation on Monday to ProgramMANIA audience

PUBLISHER PANEL SPONSOR

Only 8 Available!

Participation in a 40-minute discussion with a Publisher Panel

EXPERIENTIAL SPONSORSHIPS

Your Company's Key to Publisher & Agency Engagement

GOLD

MEAL & BREAK SPONSOR

Exclusive Opportunity!

Exclusive branding for all networking breaks and meal receptions (breakfast and lunch) at Ops 2019

MOBILE APP SPONSOR

Exclusive Opportunity!

Exclusive sponsor of event mobile app, including splash page, custom ads, and sponsor push notifications

LOUNGE SPONSOR

Exclusive Opportunity!

Choose from one of three lounges to create a fully branded experience: Main Floor, Altman Building, Session Lounges. Includes: couches, tables, chairs & LED screen

WIFI SPONSOR

Exclusive Opportunity!

Exclusive sponsor of conference WiFi including customized login, password and splash page

NEW! BEER GARDEN

Exclusive Opportunity!

Exclusive branding of the Ops 2019 Beer Garden, located on the trade show floor

EVENT BAG SPONSOR

Exclusive Opportunity!

Exclusive branding of the official Ops 2019 attendee bags

LANYARD SPONSOR

Exclusive Opportunity!

Exclusive branding on conference lanyards

NEW! CHARGING STATION SPONSOR

Exclusive Opportunity!

Exclusive sponsor of main floor mobile charging stations

ESPRESSO SPONSOR

Exclusive Opportunity!

Exclusive branding of Espresso Stand at Ops 2019

WATER SPONSOR

Exclusive Opportunity!

Exclusive water station sponsor of Ops 2019

SILVER

EXPOSURE SPONSORSHIPS

Your Company's Ticket to See and Be Seen

EXHIBIT BOOTH SPONSOR

Limited Opportunities!

One Standard exhibit space (10 feet x 8 feet)

GOBO SPONSOR

Limited Opportunities!

Logo branding on wall GOBO located on the main floor of Ops 2019

FLOOR TILE SPONSOR

Limited Opportunities!

Custom printed 4sf floor tile on main floor of Ops 2019

BAG INSERT SPONSOR

Limited Opportunities!

Opportunity to get your promotional item or marketing literature into the hands of all 2019 Ops 2019 attendees. Sponsor to provide item

ops2019

GOAL: ACQUIRE QUALITY LEADS SOLUTION: HOST AN ADMONSTERS EVENT

MEETUPS

Your company is the exclusive host of an industry meetup in your choice of city: NYC, DC or LA

LEADS

- Meetups are attended by a live audience of 50-100 digital media leaders
- Collaborate with AdMonsters to curate your desired attendee list
- Receive the post-event attendee database

CONTENT

- You choose the month and topic. [View a sample program](#)
- AdMonsters will secure speakers and moderate the panel
- Turnkey: AdMonsters will coordinate all logistics. Venue will be at a prominent Publisher's office within the NYC, LA, Chicago, or Washington D.C. area (unless otherwise requested).
- [View a sample](#) Meetup agenda:
 - 5:30-6:30 PM Arrival & Networking with Cocktails
 - 6:30-7:30 PM Panel Discussion
 - 7:30-8:30 PM Networking Happy Hour & Hors D'oeuvres

EXPOSURE

- Your company featured in a complete marketing program to acquire leads, including:
 - Email blasts
 - Social posts (Facebook, Linked In, Twitter)
 - Promotion in weekly e-newsletter
 - Promotion on admonsters.com

WEBINARS

Editorially driven webinars on important industry topics

LEADS

- Content-driven lead generation for a wide, national and international audience
- Minimum 100 leads guaranteed

CONTENT

- Develop the content and speakers with the AdMonsters editorial team
- Moderated by AdMonsters

EXPOSURE

- Your company featured in a complete marketing program to acquire leads, including:
 - Email blasts
 - Social posts (Facebook, Linked In, Twitter)
 - Promotion in weekly e-newsletter
 - Promotion on admonsters.com
- Hosted on admonsters.com for one year ([View Sample](#) On Demand Webinar)

HAPPY HOURS

Host an informal Happy Hour in major market cities for industry networking and socializing

LEADS

- Live audience of 25-50 digital media leaders (publishers/agencies) in the NYC area
- Collaborate with AdMonsters to curate your desired attendee list
- Receive the post-event attendee database

CONTENT

- Networking focused event with brief remarks by your company as the host
- AdMonsters will coordinate all logistics
- You choose when and where

EXPOSURE

- Your company featured in a complete marketing program to acquire leads, including:
 - Email blasts
 - Social posts (Facebook, Linked In, Twitter)
 - Promotion in weekly e-newsletter
 - Promotion on admonsters.com



admonsters connect SPONSORED CONTENT

GOAL: POSITION YOUR BRAND AS A DIGITAL MEDIA THOUGHT LEADER

SOLUTION: YOUR COMPANY'S CUSTOM CONTENT (PRODUCED BY ADMONSTERS)

PLAYBOOKS *In-depth analysis and report on a specific industry trend*

- You choose the topic; we do the work!
- AdMonsters editorial team will produce (with your collaboration) a 3,000-word in depth content piece from industry news and research
- Your company's leadership shines: We'll include quotes, interviews and feature key execs as industry leaders.
- Your playbook will be released at your choice of AdMonsters event and amplified via:
 - Email blasts
 - Social posts (Facebook, Linked In, Twitter)
 - Promotion in weekly e-newsletter
 - Promotion on admonsters.com
- You receive the leads from your Playbook download ([View a sample](#))

CONNECT+ PACKAGE *Custom content plus brand awareness via display advertising*

- Includes one feature story with 30 days of ad inclusion on www.admonsters.com
- You choose the topic
- AdMonsters editorial team will produce (with your collaboration) a 500-1,000 word content piece
- Plus, your feature story will be promoted via:
 - Social posts (Facebook, Linked In, Twitter)
 - Feature in the weekly e-newsletter
- View a [sample feature story](#)

PARTNER SERIES *3-Part Feature Story/Interview Series*

- You choose the topic
- AdMonsters editorial team will produce (with your collaboration) three 500-1,000 word content pieces over the course of 45 days
- Each content piece will be promoted via:
 - Email blasts
 - Social posts (Facebook, Linked In, Twitter)
 - Promotion in weekly e-newsletter
 - Promotion on admonsters.com
- View a [sample article](#) and a [sample interview](#) in a series

INDIVIDUAL CONTENT PIECES

- **Feature Story:**
An in-depth, well-researched, article providing a unique perspective on a key issue
- **In-Depth Interview:**
An interview with an industry expert focused on one unique/key issue
- **Special Report:**
Best-in-class editorial coverage of the industry's hottest topics/events. 100% Share-of-voice means never sharing the limelight with a competitor



connect BRAND AWARENESS

GOAL: INCREASE BRAND & PRODUCT AWARENESS SOLUTION: ADVERTISE WITH ADMONSTERS

DISPLAY ADVERTISING

Display advertising on AdMonsters.com (Avg. Impressions: 35,000). 4-Week Minimum

NEWSLETTER ADVERTISING

Advertising in our weekly newsletter (Average Open Rate: 20.5%; Reach: 10,500 engaged)

E-BLAST

you provide your HTML e-blast with Subject Line, Sender, Reply Mask, Desired Deployment Date, and AdMonsters will deploy your message to 20,000 engaged publishers & agencies

CONTENT AMPLIFICATION

Extend the reach of your custom content piece or banner advertising by enhancing your campaign with targeted AdMonsters' audience look-a-likes (display & social)

SOCIAL MEDIA SIX-PACK

Buy 6 posts at once and use them as you need them to promote events or to give new products an extra boost. You provide the copy, links, and hashtags. We put the backing of AdMonsters behind it through our social stream

TIMING IS EVERYTHING.

Get your first pick of the 2019-2019 AdMonsters Editorial Calendar*

2019	WHERE WE'LL BE	RECOMMENDED PACKAGE	
January	AdMonsters HQ	JANUARY PLAYBOOK SPECIAL	Kick the year off by positioning your brand as a digital thought leader
February	IAB Annual Leadership Meeting West Coast Feb 10-12	LEADERSHIP FOCUS	E-blast targeted by job title + Key Executive Interview + 30 Days Newsletter & Display Ads
March	AdMonsters' Publisher Forum Miami, FL Mar 10-13	CONNECT+	1 Article & 30 Days Newsletter & Display Ads Save 10% when you add Connect+ to your Event Sponsorship!
April	AdMonsters Publisher Forum Austin, TX Nov 4-7	PARTNER SERIES	Gear up for Ops with 3 feature stories leading up to the event
May	AdMonsters HQ	SOCIAL MEDIA SIX-PACK	Build buzz in the busy spring season of hot digital events like Cannes, Ops and more.
June	AdMonsters' Ops Conference NYC June 3-4	OPS SPECIAL CANNES SPECIAL REPORT	Happy Hour the week of Ops + 1 week Newsletter & Display Advertising + Interview Save 10% when you add Connect+ to your Event Sponsorship!
	Cannes Lions Cannes, France June 17-21		Editorial, Photo & Video coverage from Cannes Lions (with your collaboration)
July	AdMonsters HQ	JULY WEBINAR SPECIAL	Webinar must run in July
August	AdMonsters' Publisher Forum Vancouver Aug 18-21	CONNECT+	1 Article & 30 Days Advertising Save 10% when you add Connect+ to your Event Sponsorship!
September	ADWEEK – TBD New York City	TOTAL ADWEEK DOMINATION	Meetup + 30 Days Newsletter & Display Advertising + Feature Story
October	DMEXCO - TBD Cologne, Germany	DMEXCO SPECIAL REPORT	Editorial, Photo & Video coverage from DMEXCO (with your collaboration)
November	AdMonsters HQ	CONNECT+	1 Article & 30 Days Advertising Save 10% when you add Connect+ to your Event Sponsorship!
December	AdMonsters' Publisher Forum Scottsdale, AZ Nov 3-6	ADMONSTERS' HOLIDAY MEETUP	Meetup must be held in December

*Subject to change. New events added regularly. Ask us for the latest & greatest opportunities.

HIT US UP!

Contact sales@admonsters.com for more information about advertising campaign options and sponsorship opportunities.



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